



Teamwork For Effective
Arizona Marketing
FY 2009
Workshop



What is TEAM?

The strategic mission of the TEAM grant program is to help communities achieve their vision to improve the local economy by strengthening Arizona's tourism partnerships and extending the State's brand to position Arizona as the preferred travel destination.

Who is Eligible?

- ❖ **Arizona based Destination Marketing Organization (DMO)**
- ❖ **Arizona based statewide tourism associations**
- ❖ **Tribal Tourism Entities**

Types of Applications

- Individual
- Individual with a Not-For-Profit Partner
- Regional

Individual Applicants

Individual

- **\$30,000 maximum award**
- **Examples**
 - Town of Gilbert
 - Arizona Hotel and Lodging Association
 - White Mountain Apache Tribe

Individual with Not-for-Profit Applicants

Individual with Not-for-Profit Partner

- \$50,000 maximum award
- Examples
 - Tempe CVB with Downtown Tempe Community
 - Sedona Chamber of Commerce with Sedona Arts Festival

Regional Applicants

Regional

- Three or more incorporated non-profit organizations or governmental units that promote three or more communities as a single regional tourist destination.
- Must support five-day itinerary and 500 beds
- \$130,000 maximum award
- Examples
 - White Mountains Partnership
 - Cochise County Tourism Council

What is a region?

Example:

1. Williams Grand Canyon Chamber of Commerce
 2. Page Tourism Bureau
 3. Navajo Nation
- =
- Arizona Rocks

Funding is available for these projects...

- ▣ Strategic Planning & Research
- ▣ Product Development
- ▣ Print Placement / Production
- ▣ Broadcast Placement / Production
- ▣ Outdoor Placement / Production

Funding is available for these projects...

- ❖ Online Advertising / Production
- ❖ Web site Development
- ❖ Printed Materials
- ❖ Audio Visual Materials
- ❖ Special Marketing Opportunities
- ❖ Media Communications & Public Relations
- ❖ EZ Advertising

Examples of Non Fundable Items

- Administrative Expenses
- Employee Salaries
- Entertainment
- Food and Beverages
- Membership Listing & Business Directories
- Program booklets
- Office supplies
- Construction of permanent structures
- Parking fees, mileage or gas
- Prizes, trophies, plaques, decorations, trinkets, etc.
- Items for resale

AOT Initiatives and Direct Incentive Funding

- **AOT Initiatives:**
 - Branding
 - Arizona Origins
 - Go Green
- Up to \$5,000 direct incentive funding (no match required)
- Complete the Initiative Funding Request Form

AOT Initiatives: Branding

- **Brand Promise:**
Inspiring Unforgettable Southwest Moments
(Toolkit Page 7)
- **Strategic Brand Dimensions:**
 - Unexpectedly Exhilarating Signature Scenery
(Toolkit Page 8)
 - Rejuvenating Open-Air Lifestyle (Toolkit Page 10)
 - Timeless Discoveries (Toolkit Page 12)
 - Vibrant Variety (Toolkit Page 14)

UNEXPECTEDLY EXHILARATING SIGNATURE SCENERY

Sensory Signals

Foreground framing background

Composition

Contrasts

Reveal

Dominant shape/balanced by secondary
shapes

Dramatic scale

Accentuated texture

Color

Contrasts

Natural saturated color

Dominance of one color/harmony with other
colors

Lighting

Contrast between ambient and accent light

Accent lighting/detail enhancing

Play of shadow

Warm

Feeling

Glowing

Sense of movement

Sense of surprise

Awe-inspiring

Alluring

Experiential

Provocative



REJUVENATING OPEN-AIR LIFESTYLE

Sensory Signals

Open and airy

Grounded by human component

Dominance of light fields over dark

Curved, soft or flowing shapes

Vertical shapes or orientation

Soft or natural textures

Soft colors (not highly saturated)

Balance of warm and cool

Stronger in lightness than darkness

Glowing

Soft contrast

Sense of movement

Uplifting

Natural; unposed

Approachable

Casual

Sense of place & situation

People are genuinely engaged

Vignette experiences

Brings the indoors into the outdoors

Composition

Color

Lighting

Feeling

Content



TIMELESS DISCOVERIES

Sensory Signals

Emphasis on a discovery element

One strong dominant shape

Horizontal orientation

Asymmetrical composition

Unstructured or Biomorphic shapes

Handcrafted materials

Embedded shapes

Composition

True heritage elements

Rough & aged; richly textured natural materials

Content

Handcrafted materials

Rich (color)

Sepia tones

Color

One dominant color with accent

Revealing highlights

Lighting

Warm

Captures a genuine moment

Feeling

Involving

Sense of intrigue

Sense of an underlying story

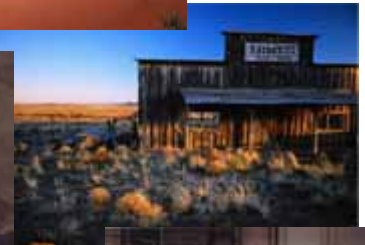
Time captured

Authentic

Unexpected and unique



Arizona



V I B R A N T V A R I E T Y

Sensory Signals

Saturated color

Color

Bold

High color contrast

Color accentuating

Lighting

High energy

Feeling

Warm

Expression of creativity

Authentic

Joyful

Sense of freedom

Freshness

Contrasting elements

Content

Individualized details

Individualized expression

Deliberately framed

Composition

Straightforward

Single object or moment focused

Vertical orientation

Layering

Juxtaposition of different elements

Movement



AOT Initiatives: Branding

- Only Print Placement/Production projects are eligible
- Comply with the AOT Initiative criteria and the TEAM project guidelines
- Refer to the Branding Toolkit for specifics (www.azot.gov/branding/)
- Submit an example ad with your application

AOT Initiatives: Arizona Origins



- A celebration of Arizona's unique culture, natural environment, history and heritage
- Integrates the elements of geotourism and markets Arizona's unique geotourism treasures

Geotourism is Sustainable

- Does not abuse the destination
- Conserves Resources
- Respects local culture and tradition
- Aims for quality, not quantity

AOT Initiatives: Arizona Origins

- ❏ Only Product Development projects are eligible
- ❏ Comply with the AOT Initiative criteria and the TEAM project guidelines
- ❏ Refer to the Geotourism toolkit (www.azot.gov/section.aspx?sid=49) and Arizona Origins (www.arizonaguide.com) for specifics

AOT Initiative: Go Green



Make a commitment to continuously improve operations in order to reduce environmental impact.

AOT Initiative: Go Green

- ❑ Strategic Planning and Research, Product Development, and Printed Material projects are eligible
- ❑ Comply with the AOT Initiative criteria and the TEAM project guidelines
- ❑ For information on Green practices go to:
 - ❑ The Environmental Protection Agency
www.epa.gov
 - ❑ The Forest Stewardship Council
www.fscus.org

AOT Initiatives and Direct Incentive Funding

Award Amount Example 1

Applicant receiving full funding and direct incentive funding

Total Matching Request = \$30,000

Applicant Match = \$30,000

Direct incentive funding = \$5,000

Application Evaluation Score = 100%

\$ 30,000

+ \$ 5,000

= \$35,000

Total Award Amount

AOT Initiatives and Direct Incentive Funding

Award Amount Example 2

Applicant receiving partial funding
and direct incentive funding

Total Matching Request = \$30,000

Applicant Match = \$30,000

Direct incentive funding = \$5,000

Application Evaluation Score = 80%

\$ 24,000

+ \$ 5,000

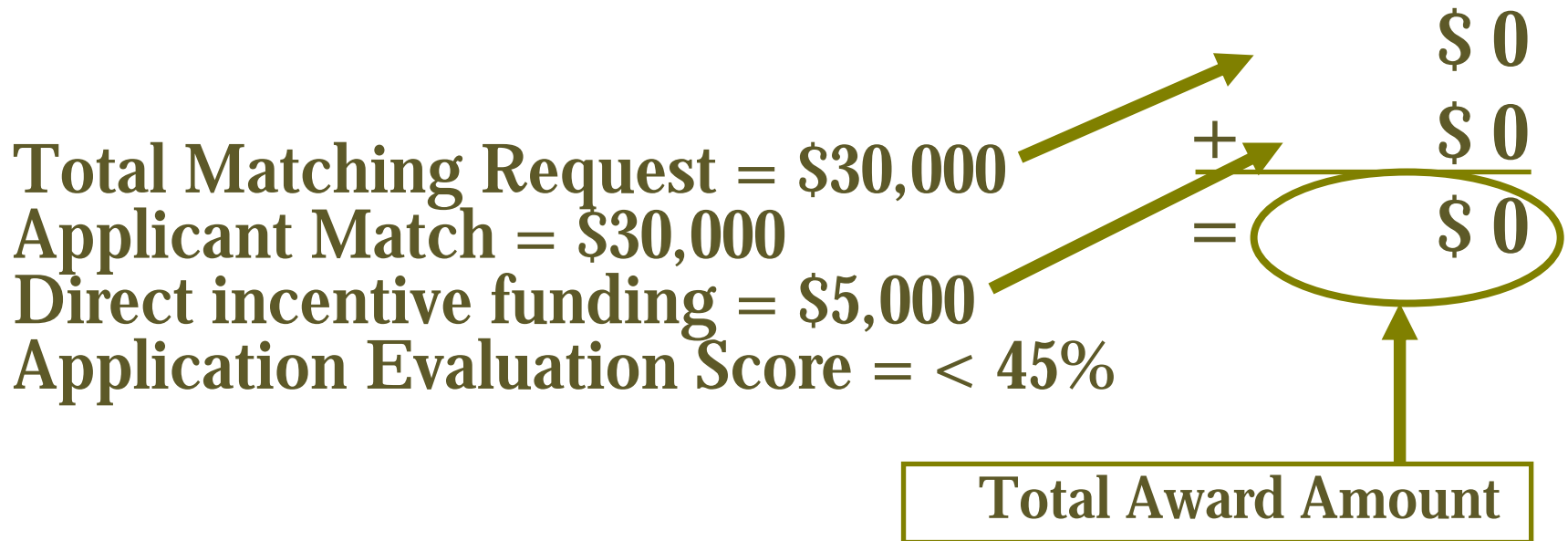
= \$29,000

Total Award Amount

AOT Initiatives and Direct Incentive Funding

Award Amount Example 3

Applicant receiving no funding



AOT Initiatives and Direct Incentive Funding

Reimbursement Example 1

Branding Incentive Print Placement Project

Project = \$12,000

Applicant Match = \$6,000

AOT Match = \$6,000

Direct incentive funding = \$5,000

$$\begin{array}{r} \$ 5,000 \\ + \$ 6,000 \\ \hline = \$ 11,000 \end{array}$$

Total Reimbursement Amount

AOT Initiatives and Direct Incentive Funding

Reimbursement Example 2

Branding Incentive Print Placement Project

Project = \$3,000

Applicant Match = \$1,500

AOT Match = \$1,500

Direct incentive funding = \$3,000

\$ 3,000

\$ 0

+

=

\$ 3,000

Total Reimbursement Amount

What is EZ Advertising?



- ❑ 50 percent funding for pre-selected advertising placements
- ❑ Research has been done
- ❑ Pricing has been negotiated
- ❑ Just design the Ad!

TEAM Application

Section A: Applicant Information

Section B: EZ Advertising

Section C: Additional Project Elements

Section D: Marketing Plan

- ❏ Project Element Objectives
- ❏ Situation Analysis
- ❏ Target Markets
- ❏ Strategies
- ❏ Methods of Tracking
- ❏ Evaluation

Section E: Support

- TEAM Workshop Certificate
- Affidavit in Support of Application
- Verification Clause
- Printing estimates
- Scope of work for outside vendors
- EZ Advertising only: Copy of fulfillment piece
- For regional applications: Evidence of a five day tourist itinerary and 500 beds

Evaluation Criteria Guidelines

- ❏ Clear description of tourism marketing efforts
- ❏ Complete description & objective of each project element
- ❏ Clearly identified & viable target markets
- ❏ Reliable tracking method for each project element
- ❏ Clear description of how successes will be measured and objectives met

Examples of Tracking



- ❖ Ask the caller or visitor
- ❖ Redeemable coupon
- Conduct on-site consumer surveys
- Web site hits
- ❖ Number of leads generated

What is the NEXT STEP?



- ❖ Applications are due April 18, 2008 by 5 p.m.
- ❖ Awards announced no later than mid June.
- ❖ Implementation begins on July 1, 2008.

www.azot.gov

AOT Logo Guidelines

- AOT Grand Canyon State Logo required on all creative projects, including EZ Advertising.
- Must be legible and of equal size to participant's logo.
- Grand Canyon State wording can not be smaller than 6 points.
- Please allow up to fourteen business days for written approval.



Reimbursement Procedures

**Last day for reimbursement requests is May 29, 2009.
No exceptions will be granted.**



Documentation needed:

- 1. Proof of charge from vendor**
- 2. Proof of payment**
- 3. Proof of implementation**



Project Effectiveness Form

Deadline:
October 30, 2009 by 5 p.m.



Congratulations!

You have completed section one of the TEAM Grant training!





How to Create a Successful Marketing Plan

What is a Marketing Plan?

A marketing plan is the blueprint or the map you intend to follow in order to achieve your goals. If you are planning for existing programs, the plan will incorporate the strengths of your current effort with needed changes and improvements. If the plan is for a brand new product or service, it will pull all the elements together for an effective start on marketing.

Why have a Marketing Plan?

- ❏ To find out where you are
- ❏ To know where you are going
- ❏ How to get there

Some considerations

- See it as a process
- Form a team
- Develop a time-frame
- Give it a life
- Get feedback
- Have a simple revision process
- Consistent with mission statement
- Keep it simple

What does the process involve?



Components of a marketing plan

- ❖ Mission Statement
- ❖ Summary and Introduction
- ❖ Situation Analysis
- ❖ Marketing Objectives by Segment
- ❖ Strategies
- ❖ Target Markets
- ❖ Tracking and Evaluation

Mission Statement

- ❖ A clear, concise description of the organization.
- ❖ Provides organizational identity.
- ❖ Describes the nature of the business.
- ❖ Identifies the results the organization wants to accomplish.

Sample Mission Statement

McDonalds Restaurants

“Quality, Consistency, Cleanliness, Service.”

Executive Summary

- ❖ An overview
- ❖ Readable and concise
- ❖ Summary of main objectives of the plan

Situation Analysis

- S.W.O.T
- Cultural and social influences, individual differences, decision processes
- Trends
- Definition and identification of target groups
- Competition
- 4 Ps

S.W.O.T.

- ❖ Strength
- ❖ Weaknesses
- ❖ Opportunities
- ❖ Threats

The Competition

- ❏ Who they are
- ❏ Product/service features
- ❏ Pricing, packaging, promotion
- ❏ Competitor strengths/weaknesses
- ❏ How are you different?

Also Includes...

- ❏ Rationale
- ❏ Resources
- ❏ Past marketing efforts
- ❏ Trends
- ❏ Competition analysis

Trends

- ❖ Shorter Trips
- ❖ Gen X and Extreme Gen X Markets
- ❖ Empty Nesters and Affluent Boomers
- ❖ Wellness Travel
- ❖ Increased International Travel
- ❖ Culinary Tourism
- ❖ Web-based Travel Research and Planning

Marketing Objectives

Objectives should be SMART:

- ▣ Specific
- ▣ Measurable
- ▣ Attainable
- ▣ Realistic
- ▣ Time limited

Example of Objectives

Tempe

- ❑ Broaden group meetings marketing communications in the Arizona, Northern California and Washington D.C. markets, while also maintaining a niche marketing approach within key vertical markets, including SMERF, reunions and sports.
- ❑ Increase room nights by X, leads by X, and extended stays in the group segment.
- ❑ Maintain a X%+ response to pre-tradeshow mailers in the group segment.
- ❑ Increase occupancy to X%, ADR to X and RevPar to X in the leisure segment.

Example of Objectives (Cont.)

Tempe

- ❑ Increase overall traffic to the web by X%.
- ❑ Increase visitor requests in the leisure segment by X%.
- ❑ Deploy relevant and personalized communications in the leisure segment.
- ❑ Target Mexico as a key feeder market for Tempe, with Mexicans spending \$45.9 million annually (based on those traveling by air only), accounting for a large percentage of Tempe's and Arizona's revenue.
- ❑ Target the local market to drive summer leisure business for Tempe, in an effort to increase occupancy by X% during this time period.

Strategies

- ❏ Specification and management of program elements
- ❏ Customer/target markets
- ❏ Programs and services
- ❏ Pricing
- ❏ Promotion

Example of Strategy

Tempe

Target Gen Xers and Baby Boomers in Denver, Colorado with messaging that is specific to the activity and fun that can be had in Tempe, and with messaging specific to each audience.

Tactics

- ❏ **Product** – spring training, dining, nightlife, shopping, arts & culture, sports and entertainment
- ❏ **Price** – affordable destination for leisure travelers with a variety of attractions.
- ❏ **Place** – GenXers and Baby Boomers in Denver, CO.
- ❏ **Promotion** – Develop sweepstakes program, partnering with Southwest and local hotel, restaurant and entertainment venues. Utilize data capture strategy for input of contact information online for entry into the sweepstakes, but also as additional records within the database for future marketing initiatives.

Example of Tactics

Tempe

- ❏ Media placement locally and regionally
- ❏ Sweepstakes component / Data Capture in peak season to target market
- ❏ Partnerships, i.e. Southwest
- ❏ Fulfillment of requests for information
- ❏ pURL campaign – personalized, ongoing communication with consumers

Target Markets

- ❏ Demographics
- ❏ Psychographics
- ❏ Residence
- ❏ Social group
- ❏ Activities and Interests
- ❏ Motives or Benefits
- ❏ Past experience
- ❏ Planning frame

Example of Target Markets

Tempe

Consumer

- ❖ Leisure
- ❖ Group

Geographic

- ❖ Leisure: Denver, Arizona
- ❖ Group: Arizona, N. California, Washington DC

Demographic

- ❖ Leisure: GenXers and Baby Boomers
- ❖ Group: Meeting planners responsible for SMERF, reunions and sports meetings and events, in Arizona, Northern California and Washington D.C.

Tracking

Tracking for effectiveness

- Advertising
- Direct Marketing
- TV or radio ads
- Internet Marketing
- Promotions
- Events
- Trade Shows

Implementation Plan

- ▣ Steps
- ▣ Responsibility
- ▣ Deadlines
- ▣ Budget

Marketing Budget

- ❏ Advertising/media
- ❏ Direct mail
- ❏ Databases
- ❏ Printing/production
- ❏ Public relations
- ❏ Web site development
- ❏ Mailing and fulfillment

Evaluating the Marketing Plan

Success measures

- ▣ Completion of action dates
- ▣ Accomplishment of goals and strategies
- ▣ Results
 - ▣ New/repeat visitors
 - ▣ Attendance
 - ▣ Occupancy levels
 - ▣ Tax revenues

Tips for Writing a Marketing Plan

- A good marketing plan:
 - Sets clear, realistic and measurable targets;
 - Includes deadlines for meeting targets;
 - Provides a budget for each marketing activity
 - Specifies who is responsible for each activity.

Summary

The marketing plan

- It's a process
- It has discipline
- It results in a positive Return on Investment